Mihaylo College 60th Anniversary Facts

Summary: Cal State Fullerton was founded as Orange County State College by an act of the legislature and Governor Goodwin Knight in 1957. Classes began in 1959. The business program began in 1960-1961, with the first business graduates receiving their diplomas in June 1961.

Timeline of the business college in its early years

1925 – The UC Board of Regents chooses a site in Westwood, which would become UCLA. This is much to the disappointment of Fullertonians, who had lobbied hard for the campus to be located there.

1956, Nov. 6 - California voters approved Proposition 3, supporting $200 million of capital outlay for public schools. This funding would be integral in getting Cal State Fullerton off the ground. The vote coincides with Dwight David Eisenhower's reelection to the presidency.

1957, July 5 – Governor Goodwin Knight signed a bill to appropriate $1.65 million each for two new state college campuses – in Orange County (which became CSUF) and in Alameda County (which may have become Cal State East Bay).

Governor Signs Bill to Create 2 New Colleges
Los Angeles Times (1923-Current File); Jul 6, 1957;
ProQuest Historical Newspapers: Los Angeles Times
pg. 7

Governor Signs Bill to Create 2 New Colleges

SACRAMENTO, July 5 (UP) Legislation establishing two new State colleges and financing site purchases for two more was signed today by Gov. Knight.

The bill appropriates $1,650,000 each for site and construction of new four-year institutions in Southern Alameda and Orange Counties.

It carries $500,000 each for site purchases in Stanislaus County and somewhere in the Marin - Sonoma-Napa-Solano area.

Welfare Bills

The Governor also approved a series of bills on social welfare with provisions:

Requiring an annual audit by a certified public accountant of the financial affairs of organizations or persons who furnish life care; requiring screening of contract forms by the State Department of Social Welfare, and allowing the department to file liens against nonprofit groups maintaining homes for the aged.

Another bill restates the law providing up to two years in State prison for any husband who beats his wife or any person who inflicts "cruel or inhuman corporal punishment" on a child.

The Governor also signed a bill permitting local governing bodies to hold executive sessions to consider appointment of public officers or employees in addition to employment or dismissal of employees.

His signature also went on legislation making it a misdemeanor for a minor to present or possess phony identification so he can buy liquor and for anyone to give it to him.

The State Park at the Olvera Street area in Los Angeles from now on will be known as the Pueblo de Los Angeles State Historical Monument in another bill he signed.

Gasoline Powerful

Gasoline contains nearly three times the energy of TNT, six times that of nitroglycerine and more than seven and a half times as much as dynamite.

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ABOVE: Headline announcing Governor Knight's signing of a bill creating two new state colleges, including one that would become Cal State Fullerton.

1958, Feb. 13 – Nine Orange County locations were inspected by state officials for the location of the new Orange County campus.

1958, Mar. 13 – A site in east Fullerton was selected for the new campus, according to State Senate John Murdy.
1958, Nov. 2 – The *Los Angeles Times* reported that classes at the new Orange County State College were expected to begin in fall 1959.
1958, Nov. 12 – The Orange County Management Conference, a major local business event attracting more than 600 participants, was held at Santa Ana College. At the time, both CSUF and UCI did not yet exist, so there was no public four-year university in the area for the event to be held in.
1959, Jan. 16 – Meeting in Riverside, the State Board of Education announced that William Langsdorf would be president of the new Orange County State College. He would earn $17,400 in his first year.
1959, July 8 – The *Los Angeles Times* reported that courses for Orange County State College's first semester had been announced. While the emphasis was on education courses, there was an explicit mention of business and economics courses, but not yet a major. It may be that these courses were designed to instruct educators on how to teach business concepts to their students, as it does not appear that coursework for non-education majors yet existed.
1959, Sept. 21 – The first classes commenced in leased facilities belonging to Fullerton High School. There were a total of 452 students.
1959, fall – A student vote selected the nickname "Titans".
1959, Dec. – The college ended its lease of the Fullerton High School building .
1959, Dec. 5 – William Langsdorf, the college's president and head of the new Orange County State College Foundation, announced that the foundation was planning to support a campus bookstore. Books were previously available through Los Angeles State College (now Cal State Los Angeles).
1959-1960 – With teaching credentials and degree completion the focus of most students, the median age was 35 and two-thirds of students were women. The student body rapidly became more male and younger in later years.
Tuition was free throughout the 1960s, though there was a $33 materials and service fee each semester and small fees for parking, admission and registration.
1960, Jan. 4 – The first edition of *Titan Times* (now the *Daily Titan*) was produced. A few months earlier, the *Staff Bulletin,* an internal communications newsletter for faculty and staff, was first produced. Copies can still be obtained at Special Collections in the Pollak Library.
1960, Jan. 14 – The *Los Angeles Times* reported that spring registration for courses in elementary education, at the time the only major being offered at Orange County State College, were available through Jan. 22. Spring semester enrollment was expected to total at least 600. There was reference to business programs expected to begin by fall 1960.

STATE COLLEGE SETS REGISTRATION DATES
Los Angeles Times (1923-Current File); Jan 14, 1960;
ProQuest Historical Newspapers: Los Angeles Times
pg. D5

STATE COLLEGE SETS REGISTRATION DATES

FULLERTON — New students may apply for admission to the spring semester of Orange County State College through Jan. 22, according to an announcement made by E. T. Long, associate dean of admissions.

Spring-semester enrollment is expected to total about 600 students, he said. There were 460 students enrolled for the fall term.

Programing Set

After admissions clearance, students may make appointments with major advisers for programing during January, Long said. Formal registration is scheduled for Feb. 4 and 5 at the college from 9-12, 1-4 and 6-8.

The newly established college is located temporarily on the Fullerton High School campus.

The only major being offered this year at the college is elementary education, according to Long, but majors are expected to be added next fall in business administration, business education, biology, English, history, mathematics, music and speech.

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ABOVE: Headline announcing registration dates for spring1960. The article clarifies that business degrees were expected to be offered for the first time the following fall.

1960, June 11 – The first Orange County State College commencement was held. There were five graduates, four of whom lived in Anaheim. All apparently received degrees in education.
1960, Aug. 15 – According to the *Los Angeles Times,* all departments and programs of the new college had moved to the permanent location in east Fullerton.
1960, Aug. 20 – The *Los Angeles Times* reported that enrollment deadlines had been extended due to an unexpectedly high number of applications for fall.
1960, Nov. 13 – Executive dean Stuart McComb announced that construction on permanent campus buildings was expected to begin in fall 1961.
1960, Nov. 20 – An open house was held on campus from 2 to 5 p.m.
1961, Mar. 4 – Orange County State College received full accreditation from the Western College Association, according to President Langsdorf.
1961, May 10 – President Langsdorf announced four new faculty appointments, including Jack E. Pontney, assistant professor of economics and finance.

ORANGE COUNTY STATE ADDS FOUR TO FACULTY
Los Angeles Times (1923-Current File); May 11, 1961;
ProQuest Historical Newspapers: Los Angeles Times
pg. D13

ORANGE COUNTY STATE ADDS FOUR TO FACULTY

FULLERTON—Four new staff appointments, all effective next fall, have been announced for Orange County State College by President W. B. Langsdorf.

The new faculty members include Jack E. Pontney, assistant professor of economics and finance; Mrs. Emma E. Holmes, assistant professor of education; Warren A. Beck, assistant professor of history, and Miss Loretta Golden, assistant professor of education.

Pontney is an instructor at SC, Mrs. Holmes is teaching in the San Jose Unified School District, Beck is chairman of the social science department at Santa Ana College

5 Initiated Into Honor Society

Five Orange County residents have been initiated into the Long Beach State College chapter of Epsilon Pi Tau, international honorary society in industrial arts education. They are Harold W. Simart and Stanley F. Thompson of Anaheim; Charles R. Stopher, Santa Ana; Herbert B. Robinson, Seal Beach, and Thomas W. Wauson, Sunset Beach.

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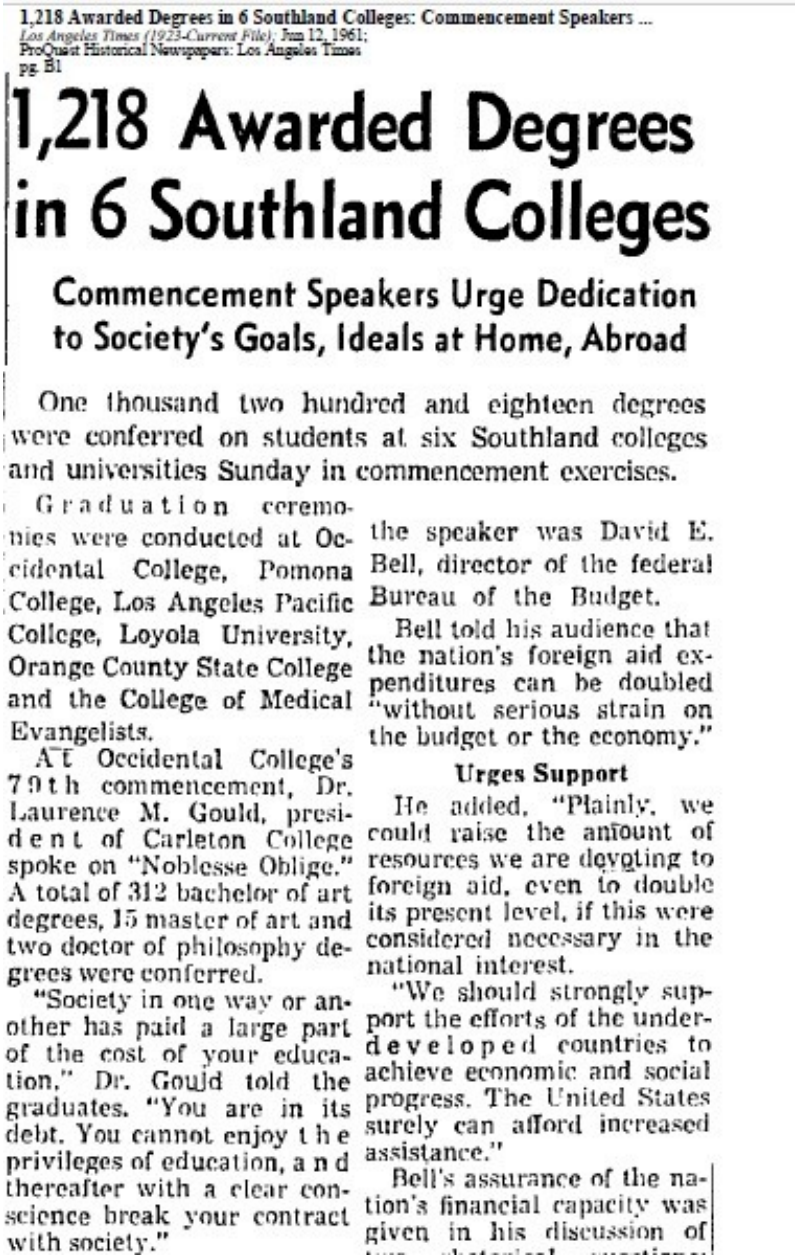
ABOVE: Newspaper headline announcing the addition of new faculty members, including Jack Pontney, assistant professor of economics and finance.

1961 – A bachelor's degree in economics was created. The business school debuted as the Division of Business.
1961, May 21 -The *Los Angeles Times* reported that Orange County State College would offer four business and economics courses during summer 1961.
1961, June 11 – The first undergraduate business degrees were awarded (thus the first business alumni) at commencement ceremonies at Orange County State College. Chancellor Samuel Gould of UC Santa Barbara was the commencement speaker.



1,218 Awarded Degrees in 6 Southland Colleges: Commencement Speakers ...
Los Angeles Times (1923-Current File); Jun 12, 1961;
ProQuest Historical Newspapers: Los Angeles Times
pg. B1

1,218 Awarded Degrees in 6 Southland Colleges

Commencement Speakers Urge Dedication to Society's Goals, Ideals at Home, Abroad

One thousand two hundred and eighteen degrees were conferred on students at six Southland colleges and universities Sunday in commencement exercises.

Graduation ceremonies were conducted at Occidental College, Pomona College, Los Angeles Pacific College, Loyola University, Orange County State College and the College of Medical Evangelists.

At Occidental College's 79th commencement, Dr. Laurence M. Gould, president of Carleton College spoke on "Noblesse Oblige." A total of 312 bachelor of art degrees, 15 master of art and two doctor of philosophy degrees were conferred.

"Society in one way or another has paid a large part of the cost of your education," Dr. Gould told the graduates. "You are in its debt. You cannot enjoy the privileges of education, and thereafter with a clear conscience break your contract with society."

the speaker was David E. Bell, director of the federal Bureau of the Budget.

Bell told his audience that the nation's foreign aid expenditures can be doubled "without serious strain on the budget or the economy."

Urges Support

He added, "Plainly, we could raise the amount of resources we are devoting to foreign aid, even to double its present level, if this were considered necessary in the national interest.

"We should strongly support the efforts of the underdeveloped countries to achieve economic and social progress. The United States surely can afford increased assistance."

Bell's assurance of the nation's financial capacity was given in his discussion of

Above: Headline covering the first commencement with business majors

1961, Sept. 2 – In setting an agenda for the upcoming year, the Fullerton Chamber of Commerce announced that it was seeking a new name for Orange County State College. It is possible that similarity to the name of Orange Coast College, the main community college serving the beach cities, may have been a factor.
1963 – The Division of Business moves to McCarthy Hall and an MBA program is established.
1964 – The first residence hall opened. But throughout its history, CSUF was always primarily a commuter campus.
1965 – The Division of Business and Economics becomes the youngest institution to achieve accreditation from AACSB. The business program moved to the second and third floors of Pollak Library South. The division becomes the School of Business and

Economics. There were five departments within the school: accounting and finance, management, marketing, economics, quantitative methods, and business education.
CSUF installed its first mainframe computer. A computer center was opened the following year, for use by faculty, staff and students.
The Center for Economic Education was founded (http://news.fullerton.edu/2016wi/Center-for-Economic-Education.aspx). If the date quoted by CSUF News is correct, it is likely the oldest of the Centers of Excellence.
1966 – Tuffy the Titan was officially accepted as the school's mascot.
1966, November – The Pollak Library was dedicated.
1967 – An MA in economics was offered. The American Marketing Association became the first business club.
1970 – The School of Business and Economics moved to Langsdorf Hall.

Source: The fall 2007 Indicator, The Fullerton Way and Los Angeles Times archives

Timeline of the business college in later years

1972 – Cal State Fullerton becomes a university, having met the criteria for university status.

Anil Puri first arrived on campus as a lecturer in economics.

1982 – Cal State Fullerton awards its 50,000th degree.
1984 – The international business degree program is established.

The *Los Angeles Times* reported that the School of Business and Economics would debut a grammar hotline, in which local businesses could call for business writing advice. This service was apparently discontinued (or may never have begun). Additional research would be needed to best understand this.

Cal State Fullerton to Offer Grammar Hot line: English Aid for Businesses
Billiter, Bill
Los Angeles Times (1923-Current File); Jan 18, 1984;
ProQuest Historical Newspapers: Los Angeles Times
pg. OC_A1

Cal State Fullerton to Offer Grammar Hot Line

English Aid for Businesses

By BILL BILLITER, *Times Staff Writer*

SCENE: An Orange County business office, midafternoon.

BOSS: *Miss Jones, this sentence is confusing. It says, "Sales-enhancement-wise, they point optimistic to maximized consequenzation for you and I."*

MISS JONES: *That's how you dictated that sentence.*

BOSS: *Well, er, maybe you should call Cal State Fullerton's grammar hot line. They might suggest a way to reword it.*

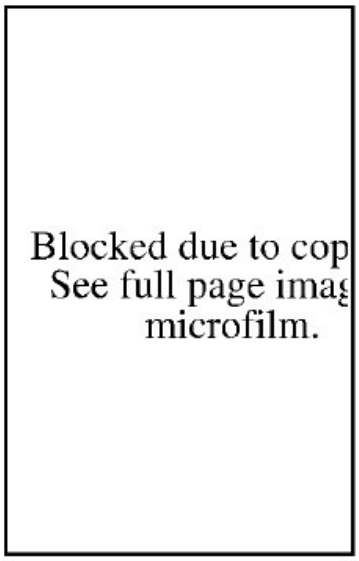
MISS JONES: (a few minutes later) *That nice professor at Cal State Fullerton suggested making the sentence read: "Improved sales have helped both of us."*

BOSS: *Well, that's just what I meant to say.*

Orange County businessmen who worry about split infinitives, dangling participles, vague pronoun antecedents and other grammatical bugaboos will soon have a friend who's only a phone call away.

Starting Feb. 1, Cal State Fullerton's School of Business Administration and Economics will launch a grammar hot line.

Business people and their staffs can call the hot line free and get answers from academic profes-



Arthur H. Bell

question on a report or proposal writing, can get in touch with us for assistance over the telephone," said Arthur H. Bell, co-director of Cal State Fullerton's Business Writing Program.

About 12 faculty members who teach business writing at the university will staff the hot line.

During weekday business hours, most calls will be answered on an immediate basis. After-hour calls will be taken by an answering service, and a response will be made by the end of the next business day, university officials said.

Bell, who also teaches business communications classes at USC, said he got the idea for the grammar hot line from his own work as a consultant to TRW, Lockheed and other businesses in Southern California. "I've been making myself available to help with reports and things like that for those companies," he said, adding that the offer is usually quickly snapped up. "It occurred to me that this was the sort of thing the university could do to help form a partnership with businesses in our community."

1992 – The Economic Forecast is established, presented by Economics Professor Anil Puri.
1996 - The *Orange County Business Journal* becomes co-presenter of the annual Economic Forecast.
1993 -Professor for a Day is established.
Cal State Fullerton awards its 100,000th degree.
1995 – The Center for Family Business was founded as the Family Business Council.
The first edition of *CBE Connections* was published.
1996 – A CSUF branch of the Real Estate and Land Use Institute (RELUI) was established.
1997 – The Department of Accounting receives separate AACSB accreditation.
1998 – The Center for Insurance Studies was established.
1999 – The School of Business and Economics was renamed the College of Business and Economics.
The first MBA program abroad is held (in Lima, Peru).

2001 – The Center for Entrepreneurship was established.
2003 – The Dean's Advisory Board is established.
The Center for Corporate Reporting and Governance (CCRG) was founded.
The Orange County/Inland Empire Small Business Development Center Network was founded. The lead office is located at Mihaylo College as Lead SBDC.
2004 – Alumnus Steven G. Mihaylo '69 pledges the largest donation in CSUF history to build a new building for the college.
2005 – Number of business alumni surpasses 40,000.
2007 – Student enrollment exceeds 8,000. The first online program, M.S. in information technology, graduates 20 students.
Kathy Drake started her role as the business college's marketing specialist. The position may have been held by Barbara Wolterbeek in previous years.
The first edition of the *Indicator* was published.
2008 – The Steven G. Mihaylo Hall is dedicated in the midst of the stock market meltdown of October 2008.
2009 – The Business Honors Program was established.
2010 – BizBlogs was founded.
2011 – The first edition of *Mihaylo Magazine* was published.
2012 – The Mihaylo Tutoring Center was established.
The ASAP program was established.
Maritza Gonzalez was named the college's first social media coordinator.
2014 – The CSUF Startup Incubator (originally the Center for Innovation) was established in Placentia.
2015 – Suzanne Cichuniec started her role as the business college's marketing specialist.
Business Madness Week featured former NBA star Magic Johnson.
Steven G. Mihaylo visited campus and met with students in the Leadership Scholars program.
The Women's Leadership Program was founded.
2016 – Dean Anil Puri was appointed CSUF's interim provost and vice president for academic affairs.
Due to a $1.5 million donation from alumnus Jeff Van Harte '80, the Titan Capital Management Center, a state-of-the-art trading lab for ASAP students, opened.
Source: 2016-2017 Mihaylo magazine, fall/winter 2007 Indicator, Mihaylo College website

The first graduating class of business students (1961)

Following are the business alumni of the class of 1961

- Samuel D. Cooper
- Thomas Kirkconnell
- Alan Shada

https://archive.org/stream/CSUFYB/CSUFYB_1961_djvu.txt

Business-related faculty during the first year of the Division of Business

THEODORE H. SMITH Business Administration, chair
GORDON S. FYFE Marketing
LEVERN F. GRAVES Economics

DAVID H. LI Accounting
JACK E. LYONS Business Manager
FRANK G. RIZZARDI Business Management
https://archive.org/stream/CSUFYB/CSUFYB_1961_djvu.txt

CSUF in its early years

- William Langsdorf, the former president of Pasadena City College from 1950 to 1959, was hired to establish Orange County State College and directed the establishment of the current campus.
- Orange County State College was renamed Orange State College in 1962, then California State College at Fullerton in 1964, and California State College, Fullerton in 1965. It was not named a university until 1972.
- The university only offered courses in teacher preparation during its first year (1959-1960), in accordance with an agreement between the state's department of education and Governor Brown Sr.
- Theodore H. Smith was the first business dean. A biography is available at http://www.fullerton.edu/emeriti/_resources/pdfs/tributes/Smith%20Theodore%20Tribute.pdf.
- Registration had to be completed in person and was a tedious process – registration by mail did not begin until 1963.
- Student ID numbers were first issued in 1966.
- Evening students were the majority in the college's early years, particularly business students.

Source: The Fullerton Way

Historical CBE/MCBE deans

Theodore H. Smith	1961-1967
Donald Tull	1967-1968
Jack Coleman	1968-1979
Henry R. Anderson	1979-1985
Tom Brown	1985-1990
Jane Hall (acting dean)	1990-1991 (thus far, apparently the only female dean)
Ephraim Smith	1991-1999
Anil Puri	1999-2016
Morteza Rahmatian (interim dean)	2016-present

Source: Fall/winter 2007 Indicator

Steven G. Mihaylo in 1957-1959

The future CSUF student and donor was born in 1943 during World War II. From 1958 to 1961, he was a student at Big Bear High School in Big Bear Lake, Calif.

Source: stevemihaylo.com

The world in 1957-1959

1957 – President Eisenhower set forth the Eisenhower Doctrine, pledging U.S. support for Middle Eastern nations threatened by Communism. It would be the beginning of American involvement in the region that continues to the present.

The nation's first nuclear power plant was dedicated at Fort Belvoir, Virginia.
Hurricane Audrey killed more than 530 people along the Texas and Louisiana gulf coasts.
President Eisenhower ordered U.S. Army troops in Little Rock, Arkansas to ensure the integration of local schools.
The USSR launched its first space satellite, *Sputnik.*
1958 – Alaska was admitted into the union.
The International Geophysical Year was observed, in which great progress was made in oceanography, meteorology and geographical sciences.
NASA was founded.
1959 – The Fidel Castro dictatorship came to power in Cuba.
Hawaii entered the union.
The St. Lawrence Seaway, linking the Great Lakes with the Atlantic Ocean, opened.

The local area

Fullerton population was 56,180 in 1960 (the nearest census year)

Orange County population was 703,925 in 1960
Source: U.S. Census Bureau

Howard M. Cornwell was Fullerton's mayor
Source: City of Fullerton History of Mayor and Mayor Pro Tem

Democrat Edmund Gerald Brown (Jerry Brown's father) was elected California's governor in the November 1958 elections. Republican Goodwin Jess Knight had served in the state's highest office since 1953.

Local newspaper reprints

I do know that the *Los Angeles Times* has archives going back to the late 1800s. You may see some of their headlines relating to the start of the business college in the report above.

To secure reprints with the newspaper's permission, reach out to them at:

Email address: reprint@latimes.com
Fax #: (213) 237-6515
More information on the reprint process is available at:
http://www.latimes.com/about/la-reprint-request-splash-htmlstory.html

Business College Faculty Awarded with Outstanding Faculty Award

Year	Name	Subject
1963-64	Donald Stanley Tull	Marketing
1967-68	Norman Townsend- Zellner	Economics
1972-73	Herbert C. Rutemiller	Quantitative Methods
1976-77	Sidney Klein	Economics
1981-82	Joyce E. Pickersgill	Economics

1998-99	George A. Marcoulides	Management Science/Information Systems
1999-00	Jane V. Hall	Economics
2005-06	Zvi Drezner	Information Systems and Decision Sciences

SOURCE: http://fdc.fullerton.edu/_resources/pdf/oustandingfacultylist.pdf

Local resources

Cal State Fullerton The Lawrence de Graaf Center for Oral and Public History

Pollak Library South 363
Open Monday - Friday
9:00 am - 5:00 pm
657-278-3580

Fullerton Public Library Local History Room

Cheri Pape, Local History Archivist
cherip@cityoffullerton.com
714- 738-6342
Mon 12-5, 6–9
Tue 10-1, 2–5
Wed 10–1, 2–5
Thu 10–1, 2–5
Fri 10–1, 2–5

First Saturday
of the month, 10-2